

# Louis Salguero

UX, HCD, UCD, GUI, UI, graphic & web



0414 796 303

[louis.salguero@gmail.com](mailto:louis.salguero@gmail.com)

## PROFESSIONAL PROFILE

Highly experienced and talented UX Designer with more than 16 years' experience across both digital and print platforms with key design skills in UX, HCD, UCD and GUI. Intellectually curious and champions user-centred design (UCD) processes and techniques with a quality focused approach to brand development. Possesses strong communication and interpersonal skills complemented by strong client relationship management skills and proven experience leading and facilitating client workshops. A passionate mentor of students to aid the development of next generation leaders. Proven experience to collaborate across multi-disciplinary project teams to achieve shared objectives and deliver creative and innovative solutions.

- UX design
- Wireframing
- HCD / UCD
- Interface design
- GUI development
- Web design
- Prototyping
- Storyboards
- User modelling
- Interaction design
- Graphic design
- Site maps

## EMPLOYMENT HISTORY

**Scientific Management Associates (SMA)**, Canterbury, Vic (November 2004 – Present)

Design – Engineering Drawing

SMA Australia is a defence support organisation who provide assistance with planning and technical support for civilian firms and militaries which includes the Australian Army, Air Force and Navy

- Key responsibilities include:
  - o Graphic design
  - o Web design
  - o Engineering drawing
  - o Multimedia development
  - o Graphics
  - o Training development / training tools (Flash / PowerPoint)
  - o Human Centered Design (HCD)
  - o Engineering drawing
  - o Technical illustration

### Key Achievements:

- Successfully halved the time required to deliver a training course whilst working at the Training Services Faculty at HMAS Cerberus with the 76mm gun interactive presentation, receiving praise from the instructor in front of the Commanding Officer
- Proven ability to "re-tool" through successfully performing diverse roles demonstrating great adaptability to ensure the achievement of client requirements

**UX, HCD, UCD, GUI Design**, Melbourne, Vic (November 2011 – Present)

LS Design

Own and operate a small business providing UX design, human centred design, user centred design, graphic, web and advertising services

- Oversee and provide a broad range of tasks that range from developing business cards through to setting up customer journeys, personas and experience which includes prototyping through to conducting off-site user interviews

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- Specific services include:
  - o User modelling – persona and scenario creation through to role-playing
  - o Interaction design – function-level interaction principles and concepts
  - o Interface design – component-level interaction principles and concepts
  - o Project management
  - o Stakeholder / client management
  - o Business writing – letters, emails, messages, meeting notes and summaries
  - o Rhetoric and persuasive writing
  - o Expository writing and composition
  - o Public speaking and presenting
  - o Visual communication
  - o Mediation and facilitation
  - o Interviewing and observation

## EDUCATION & TRAINING

- **Interaction Design** (Computer Science & Design - IxD), (2015 – Present)  
University of California, San Diego
- **The Architectural Imagination**, (2017)  
Harvard Graduate School of Design, Online
- **Models in Architecture - design through digital & physical models**, (2017)
- **IMAGINE | ABILITY - Visualizing the Unimaginable**, (2017)  
TU Delft, Online
- **Designing for The Future - Service/Transition Design**, (2017)  
RMIT University, Online
- **UX Design**, (2014)  
Open Universities Australia, Online
- **Writing for the Web**, (2014)  
Open Universities Australia, Online
- **Online Advertising**, (2014)  
Open Universities Australia, Online
- **Associate Diploma** (Graphic Design), (2001)  
Grenadi School of Design, Melbourne
- **Certificate II in Publishing & Graphic Arts** (Graphic Arts – Desktop Publishing), (2001)  
Grenadi School of Design, Melbourne
- **Certificate in Web Design**, (2003)  
Chisholm Tafe, Frankston

## COMMUNITY / VOLUNTEER ACTIVITY

**RMIT University**, Melbourne, Vic – Student Mentor (2016 - Present)

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## MEDIA & TECHNICAL SKILLS

- Bit-depth, pixel density and resolution
- Colour palettes
- Icon design
- Pixel-level design
- Graphic user interface screen layout / composition
- Page layout / composition
- Animation
- Sound design
- Prototyping – paper, Visual Basic, HTML/CSS, Director, Flash
- File formats / tradeoffs
- Computer programming principles, tools and technologies
- GUI development principles, tools and technologies

## LANGUAGES

• English

• Spanish

• Italian (Beginner)

## REFERENCES AVAILABLE ON REQUEST

To check my online CV please click on the picture below or the link down the bottom of every page.

Again, thanks for your valuable time and look forward talking to you soon.

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